RETAIL PROMOTION FACT SHEET

Marlboro

Promotion Description: MCS II - Non-Workload/Non-Retail Masters POS Program

Field Dates: February 27 - April 26, 1995

OBJECTIVE/ALLOCATION RATIONALE:

Generate visibility and excitement behind the MCS II promotion in Non-Workload and Non-Retailer Masters pack outlets.

Geographic Scope ☒ National ☐ Key Markets/Sections: ☐ Excluded Markets:

Special Instructions:

Store Lists: I.S. is developing store lists for each distributor for Non-Workload and Non-Retail Masters accounts. These will be sent to SOMs as soon as possible for distribution to account managers.

Sell Sheets for distributors' use will also be sent to SOMs for distribution.

Trade Contest: Retailers are eligible to receive a Marlboro gift by completing and mailing the Postage-Paid survey enclosed in the kit. Additionally, 1,000 retail outlets will be selected for a mystery shopper audit panel. If the MCS II POS is clearly visible in the selected outlets during a store visit, the retailer and distributor selling-in the kit are eligible to win MCS gear ("Red Pak").

Payment: Participating distributors can be invoiced after completion of the attached placement list. A copy must be sent to the NYO, Attn.: Jon Turner, 120 Park Avenue, 6th Floor, New York, NY 10017.

☐ Acct. Specific _____ ☐ Carton _____ Suggested CPW ☒ Pack _____ Suggested CPW

☐ Afro American ☐ Conv. ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☐ Mega (800 CPW+) ☐ Supermarkets
☐ Asian ☐ Conv. Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch. ☐ Other _____

Military Participation: ☐ Yes ☐ No Military Display Quantity: _____

PRECON ASSEMBLY: ☐ Yes ☐ No

SLEEVED ☐ BANDED ☐

Participating Brand Styles: ☐ Family (S/R Discretion) ☐ Packing Specific

_____ _____ _____ _____

_____ _____ _____ _____

_____ _____ _____ _____

Sleeve UPC #s:

85s: _____

100s: _____

85s: _____

100s: _____

PRODUCT REQUIREMENTS:

Product Discount $ _____

Case Size: ☐ 6M ☐ 12M

			Weight:	Tie:	High:
Product Case Cube Dimensions:	85s: _____	Soft 85s:	_____	_____	_____
	100s: _____	100s:	_____	_____	_____
	85s: _____	Box 85s:	_____	_____	_____
	100s: _____	100s:	_____	_____	_____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☐ No _____ Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☐ No _____ Off Invoice: ☐ Yes ☐ No

PRODUCT ORDERING:

Product Order Period: _____ _____ _____

Product Delivery Dates: _____ _____ _____

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POS ORDERING INFORMATION:

PMExpress Kit	MCS II POS Kit			
Kit Components:	1 - Carrier Case	100 - MCS Catalogs		
	1 - 50 Pack Display	2 - Take One Boxes		
	1 - Change Mat	1 - Letter		
	1 - Banner	1 - Survey		
	2 - Posters			
	1 - Decal			
PMExpress Display Kit #:	88077			
Kit Order Dates: (From-To)	12/12/94 - 4/14/95			
Kit available in Field:	2/13/95 - 4/28/95			
POS #: (For Field MIDAS Allocation only)	88078			
MIDAS P/F:	5			

PMExpress **Kit Dimensions**

Length:	15 1/2"
Width:	26 1/2"
Height:	18"
Weight: (EXCLUDES PRODUCT)	29 lbs.

Assembled Display

Depth:	7"
Width:	11 1/8"
Height:	19"

UPC Code:	
# Deals/Display:	0
# Deals/Back Up:	0
# Product Ctns:	5

PAYMENTS:

Display/Item	Payment To (Retailer/Distributor)	Promo Code	Payment
Assembly	Distributor	800	$12/12M Case
Retailer Placement	Distributor	243A	$3/Kit

MEDIA SUPPORT: ☐ Yes ☐ No **Media Advertisement Only** ☐ **Media Advertisement and Offer** ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
☐ Coupon				
☐ Product Offer				
☐ Incentive				
☐ Sweepstakes				
☐ Other				

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